



For Immediate Release
Date

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***School Name* Celebrates Earth Day**

DATELINE □ *School Name* joins millions of Americans April ***DATE*** in celebration of Earth Day. *Sentence detailing plans for Earth Day.*

Earth Day was first celebrated in 1970 by 20 million people. Today, people worldwide take time to recognize the progress made in protecting the environment and unite around issues that still require attention and action to protect the planet for years to come.

School Name embodies the spirit of Earth Day all year long through its Go Green Initiative (GGI), a program that teaches students personal responsibility for the earth and helps the school evaluate every aspect of its environmental impact. *School Name* adopted the GGI *when and has since ... describe GGI program at your school.*

The GGI focuses on five basic principles that provide a comprehensive approach to environmental education on school campuses. They are designed to be aligned with existing curriculum so as not to detract from state mandated standards.

1. **Generate compost.**
2. **Recycle everything that cannot be reused and purchase items that can be recycled.**
3. **Educate students, teachers and parents on environmentally-responsible behavior.**
4. **Evaluate the environmental impact of every activity.**
5. **Nationalize the principles of responsible paper consumption.**

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School Name joins a growing number of schools across the U.S. and around the world that have adopted the GGI since its inception in 2002. The program has been recognized and endorsed by such educational and environmental leaders as the National School Boards Association, National Recycling Coalition, numerous State PTA's, and others.

For more information about the Go Green Initiative, visit www.gogreeninitiative.org.